

## PHOTOGRAPHY

MgA. David Hanykýř

### SYLABUS 4

The term will start with a photography of arranged commercial article which is often mentioned as "packshot" in the studio environment (with artificial lighting; with the possibility of a constant, selectable and controllable light source). Information and skills received in the previous semesters, would be developed freely in the genre fashion photography. The genres will blend there from still life across the landscape to portrait. In most cases, however, it will deal about a collaboration with a person, a model, makeup artist and stylization. The resulting approach (conservative or contemporary, built on exaggeration and provocation, controversy, with emphasis on effects to deliberately shocking scenes) is connected psychologically with or for which client we work and which generation we plan to reach. The students should be able to meet deadlines with the team, including final correction and retouching in Photoshop and post production.

In the fourth semester we will discuss History of Photography from 1970 to the present.

### ASSIGNMENTS

- Fashion photo, cooperation between a model and a stylist, 4 photos
- Landscape and figure in the landscape
- Short film from backstage of own work as part of a personal presentation
- Individual task: the presentation of own work. Explain your choice of theme and intent of chosen implementation. Try to think about the defence in a broader context, not only from the artistic point of view.